

triumph

* \tri-iem(p)f \to celebrate or exalt in the joy of victory or success

Congratulations. You've done it. Sure, everybody talks about getting a bike. Very few people actually get one. You did. Ever since they first captured your imagination, motorcycles have been on your fantasy wish list. Now you've made the purchase millions of people dream about—and every parent dreads. You own a motorcycle. You're now part of a pop culture phenomenon whose trademarks are youth, sex appeal, and independence. You're also a member of an exclusive club. Welcome.

freedom

* \fre-dem \the quality of being released or exempt from care

The number one adjective people use to describe the feeling they get on their bike is freedom — and it fits, doesn't it? Fact: If you've never ridden a bike, you don't know real freedom. Case closed. So why risk losing your freedom by riding drunk? Drink and ride and you can lose your license, your cash, your friends, your legs, your life... lose your freedom to ride. People who've never ridden don't think that's such a big deal. You know better.



speed

* \sped \swiftness or rate of performance or action; operating at full effectiveness or potential

No. Not another lecture on how fast to go — or not to go. You should already know that lesson. No, this is about the need for speed. On a motorcycle, one type of speed is essential: reflexive speed. Quick reflexes give you that feeling of oneness with your bike. So why let

alcohol slow your reflexes? A drink or two impairs your vision, judgment, motor skills, and sense of balance... and strips you of one of the best feelings you can have on a bike — total control.

calculate

* \cal-kyu-lat \to judge to be true or probable

Long, beautiful, winding roads are calling. You want to ride all day, every day. So do it. Go ahead, get out there. Ride. Ride. Ride. Who's stopping you? NOBODY!... unless you're drunk. Then the police will stop you. If you don't believe it, ask an experienced rider. Just say, "Hey, I hear cops can't tell if a rider's drunk, and even if they could, cops don't pull bikes over, right?" Then, when he stops laughing, ask him if he'll ride with you sometime. Go ahead. Ask him.

image

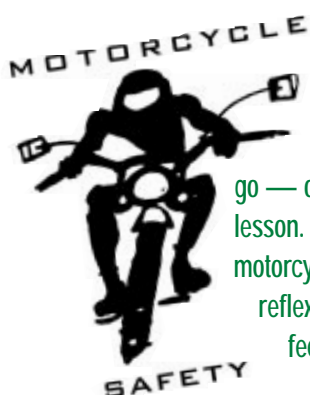
* \im-aj \a mental conception held in common by members of a group and symbolic of a basic attitude or orientation

Image has always been a part of riding. And it's an image unlike any other. It says cool, it says individual, it says street smart. Anybody — and I mean anybody — can do the drunk image. Just check out any weekend street corner. You'll see plenty of losers drinking and driving and going nowhere. So if that sounds appealing go ahead and join the crowd. But if you'd rather follow your own road, ride a bike... and ride straight.

death

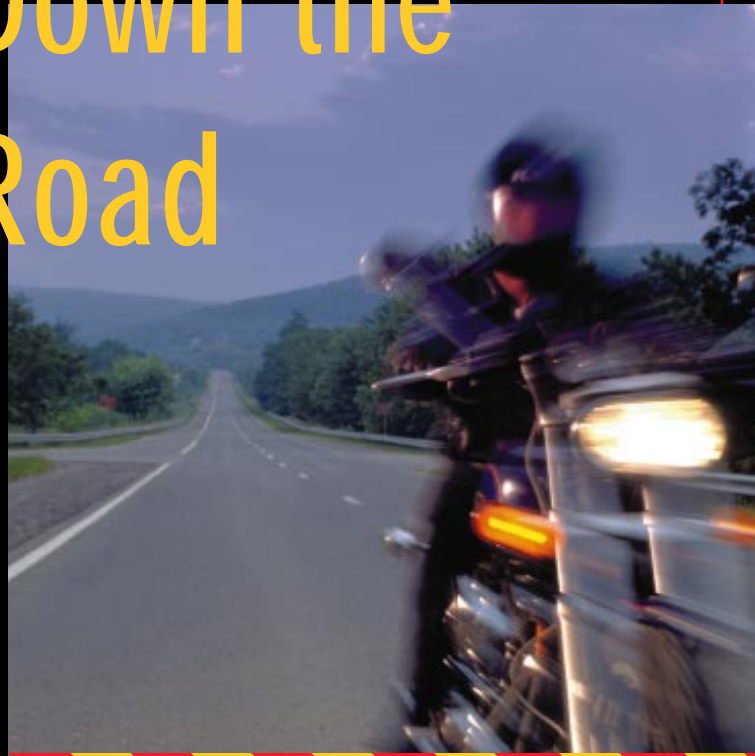
* \deth \a permanent cessation of all vital functions; the end of life.

We hope you and your bike have a long and healthy life together. Ride Straight.



DECAL
AFFIXES
HERE

Straight Down the Road



We care about you. Sign up for a Motorcycle Safety Foundation rider course (for info call 1-800-447-4700). Ride with your headlight on and watch out for the other person. Always wear a helmet, proper eye wear, and appropriate clothing. Insist your passenger does too.



U.S. Department of Transportation
National Highway Traffic Safety
Administration

